

## **"OLYMPIC" OPPORTUNITIES IN GREECE**



**USDA/FAS-SPONSORED TRADE MISSION**  
(January 27-30, 2003)

**AND/OR**

**16<sup>th</sup> INTERNATIONAL FOOD AND DRINKS EXHIBITION**  
(January 30-February 3, 2003)

- Are you interested in exploring opportunities to work with caterers bidding on contracts for the 2004 Olympic Games?
- Are you a U.S. exporter of consumer-ready foods interested in selling products to the retail and/or hotel restaurant sectors?
- Do you want to learn how to break into the untapped Greek market?
- Are your products in Greece, but you want to increase sales?

(Space limited to 10 companies)

## WHY GREECE?

- Greece is hosting the 2004 Summer Olympic Games.
- Greece is the 15<sup>th</sup> most popular tourist destination in the world, with 12 million visitors per year.
- In 2004, tourism WILL MORE THAN DOUBLE to 25 million visitors. Greece must import food to meet demand.
- Greek companies are looking for suppliers to meet the increased demand. Catering contracts will be awarded in April 2003.

## DON'T LET IT BE "ALL GREEK" TO YOU!



Greece is an import-dependent country with a population of 11 million. The Greek economy continues to steadily improve, particularly now that it has joined the European Economic Monetary Union (EU). While Greece is still not as strong economically as some of the other EU member states, disposable income and the food-related economy are growing quickly. As a result, there are many new markets developing for high quality and ethnic foods in the retail, hotel, restaurant, and catering industries. There is also tremendous potential in the tourism industry.

## BEST PRODUCT PROSPECTS:

- |  |                            |
|--|----------------------------|
| ● nuts   | ● beer                     |
| ● frozen foods (vegetables, convenience foods) | ● wine                     |
| ● seafood products (especially frozen)         | ● cereals                  |
| ● snack foods (both salted and sweet)          | ● organic products         |
| ● peas, beans, lentils                         | ● meats (fresh and frozen) |





## Trade Mission and Show Athens, Greece (Subject to Change)



<b>Monday, January 27</b>  First Day of Mission	<b>Arrive in Athens by 4 p.m.</b>  Brief orientation meeting at hotel; No-host dinner at Plaka
<b>Tuesday, January 28</b>	Speakers Program <ul style="list-style-type: none"><li>• Overview of Greek market</li><li>• Representative from the Organizing Committee of the Athens Olympic Games to discuss the Olympic catering bidding process</li></ul> No-host lunch  Site tours of supermarkets, catering facilities, and other specialized processing/packaging facilities based on participants' interests  Importer Reception/Tabletop Exhibit
<b>Wednesday, January 29</b>	Four one-on-one meetings with qualified trading partners
<b>Thursday, January 30</b>  Last Day of Mission <b>Opening Day of Show</b>	Free time for additional meetings or for booth set-up Visit International Food and Drinks Exhibition Meet booth representative (if hiring contractor)  Show hours: 5:30 p.m. to 9 p.m.
<b>Friday, January 31</b>  First Business Day of Show	Show hours: Noon to 9 p.m.
<b>Saturday, February 1</b>	Show hours: 11 a.m. to 9 p.m.
<b>Sunday, February 2</b>	Show hours: 11 a.m. to 9 p.m.
<b>Monday, February 3</b> Closing Day of Show	Show hours: 11 a.m. to 6 p.m.